

DEL MAR (CALIF)DEL MAR THOROUGHBRED CLUB

Year	Days	Dates	Official Attendance	Average Daily Attendance	Cost	CPM Attend.
1969	42	7/24 - 9/11	406,740	9,684	-	-
1970	42	7/24 - 9/12	473,804	11,281	-	-
1971	42	7/28 - 9/15	523,285	12,169	-	-
1972	43	7/26 - 9/13	557,860	12,973	\$4500	\$8.07
1973	43	7/25 - 9/12	629,335	14,636	\$4500	\$7.15
1974	43	7/24 - 9/11	624,446	14,522	\$4500	\$7.21
1975	43	7/23 - 9/10	685,463	15,941	\$4500	\$6.57
1976	43	7/28 - 9/15	660,286	15,355	\$5000	\$7.57
1977	43	7/27 - 9/14	710,858	16,532	\$5000	\$7.03
1978	43	7/26 - 9/13	712,245	16,525	\$5000	7.02
1979	43	7/25 - 9/12	750,307	17,449	\$5000	4.47
1980	43	7/23 - 9/10	1,051,050	19,110	\$4,000	\$5.71
1981	43	7/22 - 9/9	876,687		\$5,000	

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